

**EXPRESS MAIL LABEL NO. EL563155807US**

**ABSTRACT**

Global Positioning System (GPS), Personal Data Assistant (PDA), and wireless communications are combined in order to create a more personalized advertising experience. The invention creates and presents advertising content founded on individual user profiles integrated with the physical geographic location of a consumer. The invention solves the problem of advertising tailored so that it is appropriate to both the user and their current location by including a customer's profile and his / her current location into the advertising message. Also, the invention integrates location tracking, e.g. GPS technology, with a personal electronic calendaring system. Further, an advertising message is more personalized by using a relative address / directions that start from the current customer's location. This information could be provided in the form of driving directions, using the current physical position of the user as a start address.

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